

PHOTOGRAPHY/ GARRY BRYANT

John and Wayne Turner oversee operations at Weyerhaeuser lumber plant in South Salt Lake.

2 brothers sure lumber firm isn't endangered though owl may be

By Roger Pusey
Deseret News business writer

The northern spotted owl and a slow construction picture in Utah notwithstanding, two brothers who operate the Weyerhaeuser plant at 2600 S. 600 West still believe the worst is over, and their optimism is evident.

In case you haven't been keeping up with the news recently, the northern spotted owl has been declared an endangered species so the U.S. Forest Service will limit the amount of timber cut in the Northwest to protect the owl's habitat. That is where all of the timber for the South Salt Lake Weyerhaeuser operation originates.

Despite controversy over the owl and the sluggishness in the home building and construction industries, John and Wayne Turner say their Weyerhaeuser operation has shown a 30 percent increase in sales in each of the past three years.

They attribute the increases to a combination of a lean independent operation (theirs) and the size of the Weyerhaeuser corporate umbrella, which has \$10 billion in annual sales.

John, the general manager, and Wayne, the financial officer, merged their Imperial Wholesale Supply with Weyerhaeuser in 1987, and that year the company lost \$400,000. But in 1988 the plant had an \$800,000 profit and last year that increased to \$1.1 million.

The Turner brothers come from a long line of lumber operators who, in

the 1930s, started Turner Builder's Supply. In 1964, Ben Turner, father of John and Wayne, started a retail lumber business at 1876 W. Fortune Road, with his brothers, Robert and Jack.

As the business grew, it was evident they needed a distribution center, so they formed Imperial Wholesale Supply.

In 1976, the brothers went their separate ways with Ben receiving the wholesale distribution business, Robert got the retail stores in Roosevelt and Vernal, and Jack got the trucking company, the planing mill and some property in Heber City.

Wayne, who came off a mission to Taiwan for The Church of Jesus Christ of Latter-day Saints in 1979, and John, who graduated from the Brigham Young University Law School in 1980, became partners in Imperial in 1980.

Imperial kept plugging along in the early 1980s, relying on its dedicated employees to help the company make a slight profit in the face of a sagging construction industry hurt by high interest rates.

John recalls that Weyerhaeuser officials approached the Turners in 1987 about a merger. "It is difficult for an independent business owner because so many things can go wrong, so we thought the merger was a good deal," John said. He said now he doesn't have to worry about answering to a bank, something left to corporate officials.

Weyerhaeuser, with headquarters

in Tacoma, Wash., has 35 branches in the United States. The South Salt Lake plant makes 85 percent of its wholesale sales in Utah. A good portion of the products sold are "engineered," that is wood items altered from their original condition such as glue laminated beams, I-beams, laminated veneer lumber and strand board, which takes the place of plywood in sub-flooring and siding.

The company also deals in redwood lumber, commercial doors and high-grade fir lumber (no knots).

The Turners, who have won several company awards for sales growth and improved performance, attribute their success to 25 dedicated employees headed by Wanda Zamber, administrative assistant, Cole Dalton, operations manager, and Mike Beck, sales manager.

In spite of the success they have achieved, the Turners believe the lumber industry will change drastically in the next 10 years. That will include more composite items (one item made of several components), new manufacturing techniques and new technology.

Even though lumber companies have been bashed by environmentalists, the Turners say Weyerhaeuser owns plenty of timberland and also leases land from the federal government, so it's in the company's own interest to protect the environment. That's why the company plants millions of trees annually.

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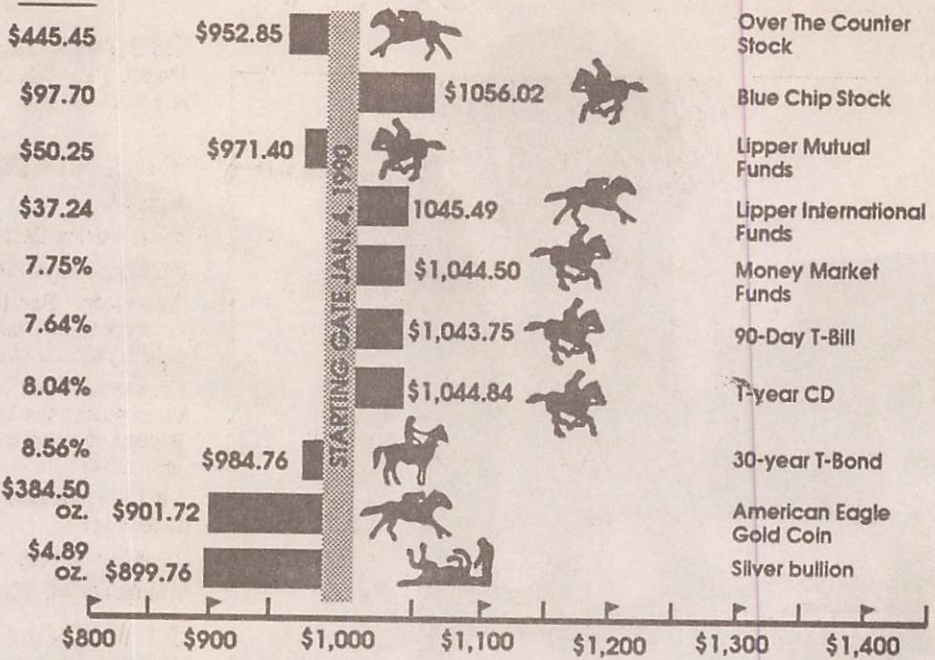
will be answered and
column, when mailed to
08 W. Erie, Suite 300,

The Great Race

Week of July 27, 1990

Present value of \$1,000 investment made January 4, 1990 (updated weekly)
Rates reflect Wednesday close. The Meyers Report - Chicago, Ill.

RATE



They're off! While Old Blue has an \$11 lead, a mere \$1.75 separates the place pony from fifth. After breaking away from the pack last week, Old Blue was reined in as stocks lost steam this week. The Blue Chipper dropped \$18 as its present worth slumped to \$1,056 from \$1,074. Charging into second is the dark horse, Lipper Int'l Funds. We mentioned last week that he was moving up on the side; well now he has vaulted into the

place position at \$1,045, trailing the leader by \$11. AT \$1,045, 1-year CD and Money Market Funds are nose-'n-nose, while the 90-day T-bill is running at a \$1,044 clip. The most dramatic news of the week came from our perennial ne'er-do-well, the American Eagle gold coin. Rising from the gloom, the golden gelding gallantly gained ground guided by a jump of \$23 per ounce in the price of gold bullion.

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of just talking to ourselves," says Larry Burian, president of the National Air Transportation Association.

Opinions about the effects vary, but 60 percent of participating training centers reported a pickup in business after it began, Burian says.

The government also has tried to make flying more accessible, establishing a new license — the recreational pilot certificate. It is designed for people in small cities or rural areas who only want to fly simple planes in uncrowded airspace. But only 30 people have acquired the license since it was introduced last year.

Of course, flying lessons cost too much for most people. And the expense doesn't stop with lessons. Experts recommend at least 50 flying hours a year to maintain proficiency, which means renting or owning a plane.

"For the person who wants a fancy

toy, and to some extent that's what airplanes were during the '60s and '70s, it's a heck of a lot easier to buy a BMW," concedes Henry Ogradzinski, a spokesman for the General Aircraft Manufacturers Association, a trade group.

Still, Burian and others think the market can be expanded on the strength of the late 1980s economic boom. Trends in general aviation historically have trailed the economy, leading industry boosters to believe that what Burian calls the "yuppie set" is full of potential customers.

Young people who aspire to be airline pilots are also a carefully cultivated source of new business.

The deregulation of airlines and the retirement of airline pilots trained during the Vietnam war era has created a shortage of commercial fliers. Military cutbacks mean more of the openings will be filled with civilian-trained pilots.

Later this year, government benefits for career flight training will be partially reinstated for veterans — the result of lobbying by the aviation industry.

A few schools with government-approved curriculums are already contracting with airlines to provide a steady stream of apprentice pilots, said Louis Smith, president of Future Aviation Professionals of America.

"The opportunities are there for young people to get started, get experience and end up with a job on a regional airline," says Clint Rodgers, chief pilot and manager of a flight school at DeKalb Peachtree Airport. "It's a long road and the pay's not great at that level, but it opens the door to the airlines."

Most flight instructors are on that road themselves, building experience after gaining a basic license and hoping to catch on with a commuter airline when they build up enough air time.

Barnes, for instance, ditched a career in data processing three years ago to take up flying. He now has almost 1,000 hours and adds more every day teaching what he has learned to businessmen such as Hull and other students pursuing their dreams.

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